

tim lobello | copywriter 330.212.8128 | timlobello4@yahoo.com

merkle/dentsu
chicago & charleston
8/2011 – now

associate creative director, copy

- email, display, paid social, web / landing page & dm / print
- full-funnel direct response CRM, CXM & DCO
- concept development, campaigns & ad-hoc creative
- custom dynamic copy templates for programmatic campaigns
- B2B & B2C

transunion
chicago
9/2007 – 8/2011

copywriter

- misc. print & digital
- direct response & promotional
- financial, healthcare, insurance, collections & rental property verticals
- concept, content & strategy for mysmartmove.com launch
- B2B & B2C

infocision
akron
7/2005 – 5/2007

copywriter

- misc. print & digital
- direct response, promotional & recruiting
- concept, content & strategy for infocision.com
- employee communications & monthly newsletter contributor
- B2B

sentech
chicago/dc
9/2003 – 7/2005

communications specialist

- embedded contractor for u.s. department of energy's chicago field office
- marketing & communications strategy, planning & execution
- event planning & promotion

u.s. senate
capitol hill
5/2002 – 7/2003

press assistant, u.s. sen. mike dewine

- press releases, official statements & web content
- media tracking & analysis
- national & local media contact

ohio senate
columbus
9/1998 – 6/2001

constituent aide, state sen. jay hottinger

- state & local media relations
- legislative research
- constituent casework & formal correspondence on the senator's behalf

6am creative
charleston
always / freelance

just me

- everything from cheeseburgers to hair salons to industrial supplies